

Jing (Kristen) Zhang

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Education

University of Michigan - Ann Arbor

Ph.D. in Communication and Media

Advisor: Hang Lu

Ann Arbor, MI

2024 – present

University of North Carolina at Charlotte

MA in Communication Studies

Advisor: Min Jiang

Committee Member: Min Jiang, Bianca Reisdorf, Erin Basinger. *GPA: 4.00.*

Charlotte, NC

2022 – 2024

Fudan University

BA in Communication

Advisor: Baohua Zhou. *GPA: 3.60. Major GPA: 3.81.*

Minor in Economics.

Shanghai, China

2016 – 2021

The University of Sydney

Non-degree Exchange Program

Sydney, Australia

2019

Research Interests

Technology Use and Risk, Public Understanding of Science, Social Media Exposure, Media Technology and User Engagement.

Publications

[2] Hatfield, H. R., Hao, H., Klein, M. S., **Zhang, J.**, Fu, Y., Kim, J., Lee, J., Ahn, S. J. (2024). Addressing whiteness in communication scholar composition and collaboration across seven decades of ICA journals (1951-2022). *Journal of Communication*.[\[doi\]](#)

[1] **Zhang, J.**, Liu, R. (2023). Why do Chinese people consume video game live streaming on the platform? An exploratory study linking affordance-based gratifications, user identification, and user engagement. *Telematics and Informatics*.[\[doi\]](#)

Manuscripts Under Review

[1] **Zhang, J.**, Zhang, D., Curry, A. M. (Submitted). **When and Who Show Anger or Sadness? Examining Public Emotions and Sentiments in Neighborhood Crime and Safety Discussions on Nextdoor.** *Information, Communication & Society*.

Conference Presentationss

International Communication Association (ICA), Annual Conference 2024,2023

	National Communication Association (NCA), Annual Conference	2023
	International Association for Media and Communication Research (IAMCR), Annual Conference	2023,2022
Research Experience	Global Media and Internet Concentration. Research Assistant for Professor Min Jiang	Aug 2022 – Aug 2024 Charlotte, NC
Teaching Experience	University of North Carolina at Charlotte Introduction to Communication Theory (undergraduate, teaching assistant). Communication Research Methods (undergraduate, teaching assistant). Public Speaking (undergraduate, teaching assistant). Fudan University Introduction to Journalism Studies (undergraduate, teaching assistant).	
Grants	Travel Grants 2024 GMICP (Global Media and Internet Concentration) RA Travel \$2200 2023 Merit Scholarship (University of North Carolina at Charlotte) \$1500 2023 GPSG Graduate Student Travel Expenses (University of North Carolina at Charlotte) \$500 2023 NCA Student Caucus Travel Grant \$200	
Academic Service	Reviewers for Peer-reviewed Journals (in alphabetical order): Journal of Creative Communications. Journal of Infrastructure, Policy and Development. Reviewers for Peer-reviewed Conferences AEJMC 2020, ICA 2024. Volunteer Experience Student Volunteer at NCA 2023. College and Department Treasurer, the Communication Studies Graduate Student Association (UNC Charlotte) 2023 - 2024	
Honors and Scholarships	Academic Awards 2020 Top Student Paper at 2020 ICA-Post Conference: International New Media Forum Other Honors and Awards 2024-2025 LSA Fellowship (University of Michigan) 2022-2023 Graduate School Grant (University of North Carolina at Charlotte) \$6000	

2022-2024 Graduate Assistantship (University of North Carolina at Charlotte)
2020 Outstanding Graduate Scholarship (Fudan University) 3000CNY
2018 Fudan Excellent Student (Fudan University)
2017,2018 National Encouragement Scholarship (Ministry of Education in China) 5000CNY
2017,2018 Outstanding Student Scholarship (Fudan University) 3000CNY

Skills

Research Skills

Research Design: Experiments, Surveys, Content Analysis, Design Interview Guides and Focus Group Scripts.

Quantitative Analysis Methods: Regressions, ANOVA Analysis, Factor Analysis, Structural Equation Model (SEM).

Qualitative Methods: Interviews, Focus Groups, Ethnography, Case Study.

Computational Methods: Data extraction from API, Text Mining, Sentiment Analysis, Topic Model with LDA.

Programming

Statistical Analysis: SPSS, AMOS, STATA, R Studio.

Others: LaTeX, Python.

Other

Podcast Host: Plastic Bridge Love.